

City of Imperial Beach

News Updates & Information



WEEK OF JULY 4, 2011

This publication is meant to give you the latest and greatest news and information from around the City.

CONTENTS

Section 1 Decade of Progress.....	
Section 2 Tijuana River Valley	
Section 3 Crime Declines	
Section 4 CALTRANS relinquishes part of SR-75 to the City	
Section 5 Navy Completes Work at Ream Field/NOLF	
Contact us.....	

SECTION 1 DECADE OF PROGRESS

Council reviewed the progress made toward achieving goals in its strategic plan, "Imperial Beach-- The Big Picture", and was proud to see that over the last ten-plus years they've "stayed the course" and achieved many goals in key arenas throughout the city. Overall the city has captured economic opportunities while maintaining its friendly, small town feel. Streets have been renovated, playgrounds and ball fields upgraded plus a new soccer field, neighborhoods look better, energy efficient street lights, banners and new street signs installed, and it's easier for pedestrians and less mobile people to get around town. A shopping center was given new life at the northwest corner of 9th and Palm and a new one will be built at the southwest corner. The new hotel under construction on Seacoast Drive will give tourism a big boost and revisions to commercial zoning rules will be a foundation for new, mixed-use development. Quality of life has improved with large reductions in crime, public art along Seacoast Drive and Old Palm Ave, and improved ocean water quality. During dry periods Imperial Beach's ocean water quality received A's or A- on the Heal the Bay Report Card.

To see more details on how the city has progressed, click [HERE](#) to view the PowerPoint presentation about "The Big Picture."

The progress is a reflection of current and past Councils' unity of purpose and vision plus persistent hard work of a very dedicated staff.

Though there have been many achievements, Council emphasized there are major opportunities that need to be seized quickly along Seacoast Drive and throughout the city. There is still much more work to do.

SECTION 2 TIJUANA RIVER VALLEY

Over the last 10 years there have been major water quality improvements, but we still have much more to do.

As a start, it's good to know some of the key agencies and stakeholders who are doing their best to improve conditions in the Tijuana River Valley.

To see a brief summary of all the key groups, click [HERE](#)

SECTION 3 CRIME DECLINES

Imperial Beach has experienced one of the largest decreases in crime seen throughout San Diego County due to many factors including stepped-up Sheriff's enforcement along the border, improved crime analysis that leads to preventive measures, code enforcement in neighborhoods, overall improvements to the quality of life, and economic development.

Sheriff's Captain Dave Myers gave an annual report to Council on how crime has declined in the City and stressed the teamwork it takes to reduce crime in our city.

To see Captain Myers' presentation click [HERE](#).

SECTION 4 CALTRANS RELINQUISHES PART OF SR-75 TO THE CITY

Thanks to Greg Wade for securing a portion of SR-75 from the state to the city so that the highway can be better configured for traffic in a manner consistent with the overall Palm Avenue plan.

SECTION 5 NAVY COMPLETES WORK AT REAM FIELD/NOLF

The Navy has completed repairs on its southern runway at Ream Field and this may alleviate some of the noise problems due to helicopters flying too close to homes. For more information click [HERE](#) to be directed to the Navy's press release.

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